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LISTING OF CLAIMS:

1. (Previously presented): A display apparatus including a display device for displaying an image or a picture and a viewing angle controlling unit arranged over said display device, said viewing angle controlling unit comprising:

 a pair of substrates, each comprising at least an electrode and an alignment film, facing each other such that said alignment films are opposite to each other;

 a liquid crystal layer sandwiched between said pair of substrates; and

 a pair of polarized plates arranged outside said pair of substrates sandwiching said liquid crystal layer;

 wherein rubbing directions of the respective alignment films of said pair of substrates are substantially parallel to each other an optical axis of another polarized plate is substantially parallel to said rubbing direction, and wherein an optical axis of one polarized plate is substantially parallel to said rubbing direction.

2. (Previously presented): A display apparatus as claimed in claim 1, wherein said pair of polarized plates are arranged in crossed Nicols way.

3. (Currently amended): A display apparatus as claimed in claim 2, wherein an optical axis of ~~one another~~ polarized plate is substantially perpendicular to said rubbing direction and an ~~optical axis of another polarized plate is substantially parallel to said rubbing direction.~~

4. (Previously presented): A display apparatus as claimed in claim 1, wherein said pair of polarized plates are arranged in parallel Nicols way.

5. (Previously presented): A display apparatus as claimed in claim 4, wherein optical axes of said pair of polarized plates are substantially parallel to said rubbing direction.

6. (Previously presented): A display apparatus as claimed in claim 1, further comprising a power source for applying a voltage to said electrode and power source controlling means for controlling the switching of said power source.

7. (Previously presented): A display apparatus as claimed in claim 1, wherein a retardation value of said liquid crystal layer is within the range of 200 nm to 1000 nm.

8. (Previously presented): A display apparatus as claimed in claim 1, wherein optical axis of each polarized plate is an absorption axis or a transparent axis.

9. (Previously presented): A display apparatus as claimed in claim 1, wherein said display device is a light-receiving type of display device or a light-emitting type of display device.

10. (Previously presented): A display apparatus as claimed in claim 9, wherein in the case that said display device is the light-emitting type of display device, said viewing angle controlling unit is arranged on a display screen of said display device.

11. (Previously presented): A display device as claimed in claim 9, wherein said display device is a device selected from a group consisting of a liquid crystal display device, an electro-luminescence display device, a plasma display device and a cathode ray tube.

12. (Currently amended): A viewing angle controlling unit comprising:
a pair of substrates, each having at least an electrode and an alignment film, facing each other such that said alignment films are opposite to each other;

a liquid crystal layer sandwiched between said pair of substrates; and
a pair of polarized plates arranged outside said pair of substrates sandwiching said liquid crystal layer;

wherein rubbing directions of the respective alignment films of said pair of substrates are substantially parallel to each other,

wherein an optical axis of one polarized plate is substantially parallel to said rubbing direction.

13. (Previously presented): A viewing angle controlling unit as claimed in claim 12, wherein said pair of polarized plates are arranged in crossed Nicols way.

14. (Currently amended): A viewing angle controlling unit as claimed in claim 13, wherein an optical axis of another one polarized plate is substantially perpendicular to said rubbing direction and an optical axis of another polarized plate is substantially parallel to said rubbing direction.

15. (Previously presented): A viewing angle controlling unit as claimed in claim 12, wherein said pair of polarized plates are arranged in parallel Nicols way.

16. (Previously presented): A viewing angle controlling unit as claimed in claim 15, wherein optical axes of said pair of polarized plate are substantially parallel to said rubbing direction.

17. (Previously presented): A viewing angle controlling unit as claimed in claim 12, further comprising a power source for applying a voltage to said electrode and power source controlling means for controlling the switching of said power source.

18. (Previously presented): A viewing angle controlling unit as claimed in claim 12, wherein a retardation value of said liquid crystal layer is within the range of 200 nm to 1000 nm.

19. (Previously presented): A viewing angle controlling unit as claimed in claim 12, wherein said optical axis of each polarized plate is an absorption axis or a transparent axis.

20. (Previously presented): A viewing angle controlling unit as claimed in claim 12, wherein the optical axes of said pair of polarized plates are substantially parallel to said rubbing directions.